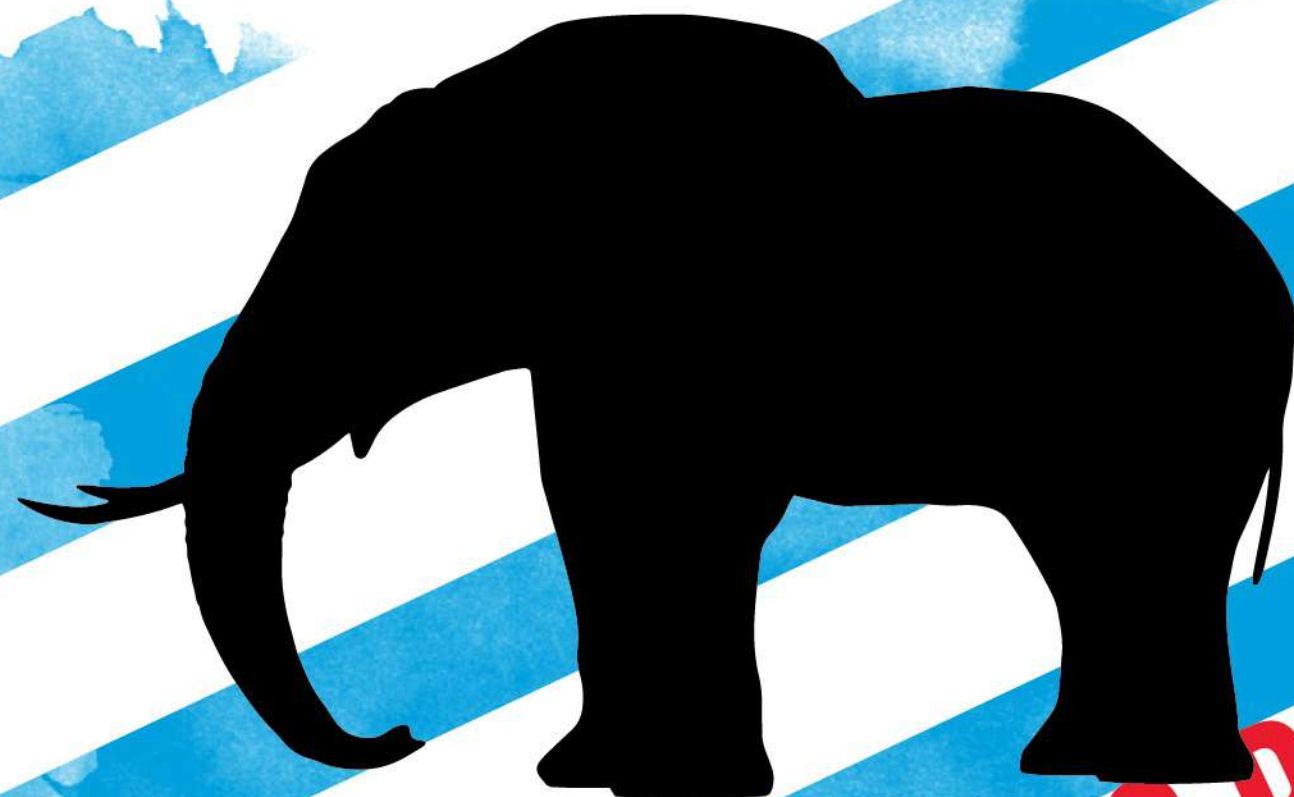


# 2018 IMPACT RESULTS



**DAVE MATTHEWS BAND**  
**SUMMER TOUR 2018**

# FAN ACTION VILLAGE IMPACT



**79,555** TOTAL FAN ACTIONS

**\$200,253.64** RAISED FOR THE BAMAGREEN WILDLIFE CONSERVATION FUND

**52,000** SINGLE-USE BOTTLES AVOIDED AT SHOWS

**13,065** FANS DONATED FOR A CUSTOM ART NALGENE

**6,500+** GALLONS OF WATER DISTRIBUTED

**2,580** FANS DECORATED CONSERVATION INTERNATIONAL ELEPHANT BANNERS

**681** FAN VOLUNTEERS DEDICATED **1,703** FAN VOLUNTEER HOURS

**1,821** FANS TOOK PHOTOS AT THE NRDC PHOTO BOOTH

**3,014** FANS REGISTERED TO VOTE AND SIGNED UP FOR ALERTS VIA HEADCOUNT





# TOUR GREENING IMPACT

**1,937** TONNES OF CARBON OFFSET

**18,470** GALLONS OF BIODIESEL FOR TRUCKS AND BUSES

**8,240** SINGLE-USE BOTTLES AVOIDED BACK STAGE

**6,172** GALLONS OF WASTE DIVERTED FROM LANDFILL

**2,121** GALLONS OF FOOD COMPOSTED BACK STAGE

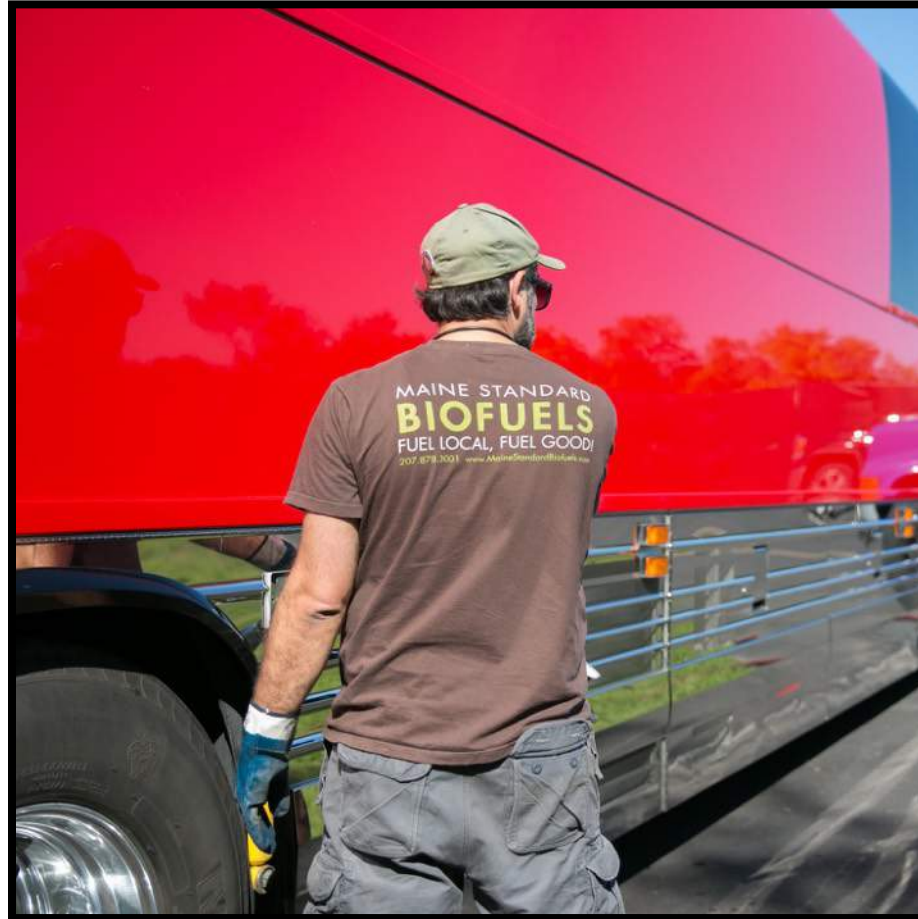
UNUSED HOTEL TOILETRY DONATED TO LOCAL HOMELESS SHELTERS

RE-CHARGEABLE BATTERIES USED ON STAGE

ECO-FRIENDLY CUPS, BOWLS, UTENSILS AND CLEANING SUPPLIES USED BACK STAGE AND ON BUSES

# TOUR GREENING IMPACT

## TOUR BUSES & TRUCKS USED BIODEISEL



REVERB coordinated all biodiesel suppliers to ensure smooth fill ups

## ALL FOOD WASTE WAS COMPOSTED



Compost was brought to local farms

## CUSTOM CREW NALGENE'S



Backstage water stations provided to the artists and crew

## LOCAL FARM SUPPORT



Crew meals were prepared with fresh ingredients from local farms

# TOUR GREENING IMPACT : CARBON OFFSETS

Each year, REVERB works with the Dave Matthews Band team to record and calculate the carbon footprint of the tour's activities during travel and at shows. We then choose projects to support to offset the tour's carbon.

## 1937 TONNES OF CARBON OFFSET THROUGH THESE PROJECTS

### Northern Kenya Improved Grasslands Project

- Soil Carbon Sequestration through improved grazing practices in the Savannah grassland

### Dempsey Ridge Wind Project

- Wind Energy generated using turbines hosted on local landowners farms in Oklahoma

### Seneca Meadows Landfill Gas Project

- A landfill gas-to-electric project preventing methane from entering the atmosphere





# #ROCKNREFILL

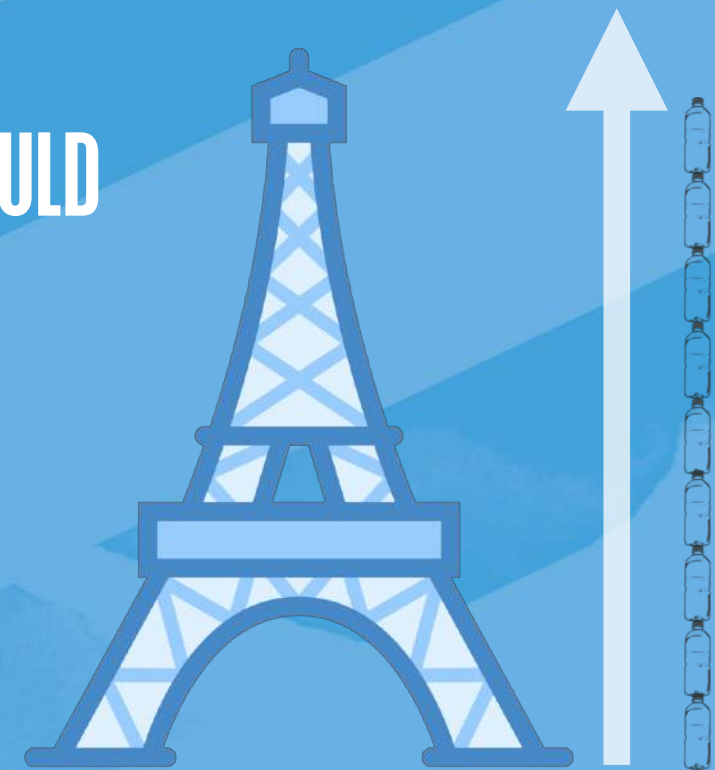
REVERB PROVIDED FREE WATER FILLING STATIONS  
ELIMINATING 60,240 SINGLE USE PLASTIC BOTTLES

52,000 SINGLE-USE BOTTLES FRONT OF HOUSE

8,240 SINGLE-USE BOTTLES BACKSTAGE

IF STACKED THESE BOTTLES WOULD  
BE TALLER THAN THE HEIGHT OF

**41** EIFFEL TOWERS!



# #ROCKNREFILL



THROUGH OUR PARTNERSHIP WITH NALGENE, REVERB RAISED OVER \$200,000 PROVIDING CUSTOM ART NALGENE BOTTLES TO FANS



**NRDC**

REVERB and Dave Matthews Band invited the Natural Resources Defense Council on tour to connect with fans at the shows. Volunteers shared NRDC's mission of protecting natural places and invited concert-goers to think about what is important to Defend, then share that via photo booth and social media posts for prizes.

**1,821** Fans visited the NRDC Photo Booth with pledging their support



 **REVERB**



# CONSERVATION INTERNATIONAL

Fans were also invited to sign a large elephant banner at Conservation International's tent, adding why they personally care to protect elephants.

**2,580+** fans added their heartfelt messages.



Conservation International joined REVERB and Dave Matthews Band on tour to highlight Ami Vitale's intimate wildlife photography, with images she took of Dave visiting the Reteti Elephant Sanctuary in Kenya. The large format art exhibit created fans in the concourse at each show.



# HEADCOUNT

REVERB & Dave Matthews Band teamed with Headcount to register fans to vote and sign up for local election alerts

**3,014 FAN ENGAGEMENTS**

**407 REGISTERED FANS**

**2,607 ELECTION ALERT SIGN UPS**





# THANK YOU!

TO DAVE MATHEWS BAND, MANAGEMENT, FANS, D'ANGELICO  
GUITARS, NALGENE, AND ALL OF THE NON-PROFITS



CONSERVATION  
INTERNATIONAL

